The Focus Group Follow-Up Survey was designed to take information gathered at a student focus group concerning the library and collect responses from the user population of the Marvin K. Peterson Library. Results give library staff insight on undergraduate and graduate opinions to ensure that the information and resources that the library offers can be tailored to the changes that are constantly arising within the realm academia and student demographics.
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UNH Library – Focus Group Follow-Up Survey

Executive Summary

A focus group was facilitated as a follow-up to the UNH Library Student Satisfaction Survey held last year and to delve into more qualitative data concerning student’s opinions, feelings, and ideas about the Marvin K. Peterson Library. Those who participated in the focus group spoke anonymously about the aspects of the library they most value, the physical environment of the library, their major frustrations, the in-library-use laptops, and newly-introduced printing system in the library. Results of the focus group were recorded and kept anonymous.

The data collected in the focus group was used to design a follow-up survey for the student body at the University of New Haven to uncover in more detail what students are satisfied with at the library in addition to what they see needs to be fixed or changed. Almost half of the student users of the library both use their own personal laptops and want to see change in areas such as electrical outlet availability, most students would like to see different library hours for Friday and Saturday, and the UNH Library student population appears to be generally satisfied with the physical environment of the facility in terms of quietness of the specific floors and study rooms.
Introduction

The history of surveys at the Marvin K. Peterson Library has been based on an overall satisfaction of the library users for both students and faculty members alike. After conducting the first student focus group for the facility, the direction of this survey was steered somewhat differently than the others. By collecting a different dynamic of information via candid, anonymous, open-ended responses from a focus group, this survey was tailored to the feedback given directly from a handful of graduate and undergraduate students. The information was put into a follow-up survey and given out to the student body to explore more deeply the responses given to see how valid and applicable their concerns were to the rest of the library user population.

Distributing and analyzing surveys by the year can ensure that the information and resources that the library offers can be tailored to the changes that are constantly arising within academia and student demographics. Taking a different approach and having student feedback drive the creation of this survey touches on areas that may not have been covered in general satisfaction surveys. Furthermore, the results of these surveys will aid Chief Librarian, Hanko Dobi, in making well-informed decisions. With this data, the library staff will be in a better position to serve the students at the University of New Haven.

Methodology

The survey was designed with the help of the student focus group responses and Chief Librarian, Hanko Dobi. The survey was composed of sixteen questions total that concerned student demographics (i.e., undergraduate or graduate student, full or part-time student, etc.) as well as the library’s staff, policies, and general atmosphere. The survey was design in sections to pull information on each specific floor (top floor quiet study area, main floor, bottom floor group study area) and crosstabs were used to specifically pinpoint who was neither satisfied nor dissatisfied with aspects of the library on the Likert Scales. During the early months of the year, drafts were sent back and forth to Hanko Dobi to make sure that questions were clear, made sense, and covered all aspects of what had been discussed in the focus group. After consulting with Hanko, the instrument went live on www.surveymonkey.com through email distribution on March 5th, 2010 and later closed on March 31st, 2010.

Findings and Results

201 undergraduate students and 92 graduate students completed the survey yielding a total of 293 responses. 104 (35.5%) of these students were in the College of Arts and Sciences, 47 (16%) were in the College of Business, 23 (7.8%) students were in the Tagliatela College of Engineering, and the majority of responders, 119 (40.6%), were in the Henry C. Lee College of Criminal Justice and Forensic Science (see figure 1). Out of all the responders of the survey, 119 students have been at the University of New Haven for 1-2 semesters / trimesters (40.6%), 86 were between 3-4 semesters / trimesters (29.4%), 44 were between 5-6 semesters / trimesters (15%), and another 44 have been at the university for 7 or more semesters / trimesters (15%)(see figure 2). 267 full-time students and 25 part-time students were surveyed (see figure 3).
UNH Library – Focus Group Follow-Up Survey

Demographics

Figure 1: Colleges Represented

Please select which college you are enrolled in:

- College of Arts and Sciences
- College of Business
- Engineering College
- Henry C. Lee College of Criminal Justice and Forensic Sciences

Figure 2: Time at UNH

How long have you been at UNH?

- 1-2 semesters / 1 trimester
- 3-4 semesters / 3 trimesters
- 5-6 semesters / 5 trimesters
- 7 or more semesters / 7 trimesters

Figure 3:
Full or Part-Time Student

Full or part-time?

- Full-time student
- Part-time student
UNH Library – Focus Group Follow-Up Survey: Results

The following are the results of the survey

**Figure 4: Student Library Use**

127 students reported using the library three or more times a week, 80 reported using the library once a week, 51 reported using the library once a month, 26 reported using the library once a semester, and 9 stated they have never used the library. Figure 4 (see above) shows that 43.3% of students use the library three or more times a week, 27.3% use the library once a week, 17.4% use the library once a month, 8.9% use the library once a semester, and 3.1% of the student body never uses the UNH library.
185 students reported that they do not bring their own laptop to use at the library while 108 students claimed that they do in fact use their own laptop while at the facility. Figure 5 (see above) shows that 63.1% of the student body chooses to not use their own laptop while at the library and 36.9% do bring their laptop.
The following items were scored on a Likert scale. The options we as follows: Very Dissatisfied; Dissatisfied; Neither Satisfied nor dissatisfied; Satisfied; Very Satisfied. The colors represent each portion of the scale with the lower (left) portion indicating dissatisfaction. Open-ended responses can be found in Appendix A.

Overall Quietness

6(2.1%) of the student body reported that they are very dissatisfied with the overall quietness of the library main floor, 31(10.9%) reported that they are dissatisfied, 150(52.8%) claimed they are satisfied, 84(29.6%) said they are very satisfied, and 13(4.6%) of the students reported that they are neither satisfied nor dissatisfied with the overall quietness of the library’s main floor. (See figure 6)

Quietness of Study Rooms

6(2.1%) of the students reported that they are very dissatisfied with the quietness of the study rooms on the main floor of the library, 28(9.9%) students reported being dissatisfied, 89(31.4%) reported being
satisfied, 117(41.3%) reported that they are very satisfied, and 43(15.2%) said that they are neither satisfied nor dissatisfied with the quietness of the study rooms on the library’s main floor (see figure 6).

Availability of Electrical Outlets

24(8.5%) of the students reported that they are very dissatisfied with the availability of electrical outlets on the main floor of the library, 51(18%) said that they are dissatisfied, 113(39.9%) reported that they are satisfied with the availability, 44(15.5%) reported being very satisfied, and 51 (18%) said that they are neither satisfied nor dissatisfied with the availability of electrical outlets on the main floor of the library (see figure 6).

Availability of Computers

38(13.4%) of the students reported that they are very dissatisfied with the availability of computers on the main floor of the library, 80(28.2%) said that they are dissatisfied, 109(38.4%) reported that they are satisfied, 30(10.6%) reported that they are very satisfied, and 27(9.5%) said that they are neither satisfied nor dissatisfied with the availability of computers on the main floor of the library (see figure 6).

Availability of Network Ports

8(2.8%) of the students reported that they are very dissatisfied with the availability of network ports on the main floor of the library, 18(6.4%) said that they are dissatisfied, 116 (41%) claimed that they are satisfied, 39 (13.8%) reported they are very satisfied, and 102 (36%) reported that they are neither satisfied nor dissatisfied with the availability of network ports on the main floor of the library (see figure 6).

Printing System

39(13.7%) of the students reported that they are very dissatisfied with the new printing system at the library, 64(22.5%) reported that they are dissatisfied, 119(41.9%) reported that they are satisfied, 41(14.4%) claimed that they are very satisfied, and 21 (7.4%) said that they are neither satisfied nor dissatisfied with the new printing system at the library (see figure 6).

Library resources

13(4.6%) of the students reported that they are very dissatisfied with the library resources, 33(11.7%) said that they are dissatisfied, 152(54.1%) claimed that they are satisfied, 53(18.9%) said that they are very satisfied, and 30(10.7%) reported that they are neither satisfied nor dissatisfied with the library resources (see figure 6).
184 (67.4%) of the students that the University of New Haven reported that they utilize the top floor quiet study area at the library and 89 (32.6%) claimed that they do not use the top floor area (see figure 7 above).
The following items were scored on a Likert scale. The options we as follows: Very Dissatisfied; Dissatisfied; Neither Satisfied nor dissatisfied; Satisfied; Very Satisfied. The colors represent each portion of the scale with the lower (left) portion indicating dissatisfaction. Open-ended responses can be found in Appendix A.

Type of Work Desks

9(3.4%) of the students reported that they are very dissatisfied with the type of work desks on the top floor, 25(9.5%) reported that they are dissatisfied, 120(45.5%) claimed that they are satisfied, 53(20.1%) reported that they are very satisfied, and 51(21.6%) said that they are neither satisfied nor dissatisfied with the type of work desks available on the top floor quiet study area of the library (see figure 8).

Availability of Network Ports

2(0.8%) of the students reported that they are very dissatisfied with the availability of network ports on the top floor, 20(7.6%) reported that they are dissatisfied, 103(39%) claimed that they are satisfied, 28(10.6%) reported that they are very satisfied, and 111(42%) said that they are neither satisfied nor dissatisfied with the availability of network ports on the top floor quiet study area of the library (see figure 8).
Availability of Electrical Outlets

29 (11%) of the students reported that they are very dissatisfied with the availability of electrical outlets on the top floor, 50 (19%) reported that they are dissatisfied, 81 (30.8%) claimed that they are satisfied, 25 (9.5%) reported that they are very satisfied, and 78 (29.7%) said that they are neither satisfied nor dissatisfied with the availability of electrical outlets on the top floor quiet study area of the library (see figure 8).

Quietness

6 (2.3%) of the students reported that they are very dissatisfied with the quietness of the top floor, 12 (4.5%) reported that they are dissatisfied, 80 (30.3%) claimed that they are satisfied, 120 (45.5%) reported that they are very satisfied, and 46 (17.4%) said that they are neither satisfied nor dissatisfied with the quietness of the top floor quiet study area of the library (see figure 8).

Work Space

3 (1.1%) of the students reported that they are very dissatisfied with the work space of the top floor, 25 (9.5%) reported that they are dissatisfied, 116 (44.1%) claimed that they are satisfied, 66 (25.1%) reported that they are very satisfied, and 53 (20.2%) said that they are neither satisfied nor dissatisfied with the work space on the top floor quiet study area of the library (see figure 8).
201 (72.8%) of the students reported that they utilize the bottom floor of the library at the University of New Haven while 75 (27.2%) reported that they do not.
The following items were scored on a Likert scale. The options we as follows: Very Dissatisfied; Dissatisfied; Neither Satisfied nor dissatisfied; Satisfied; Very Satisfied. The colors represent each portion of the scale with the lower (left) portion indicating dissatisfaction. Open-ended responses can be found in Appendix A.

Availability of Workspace

2(0.8%) of the students reported that they are very dissatisfied with the availability of the workspace on the bottom floor of the library, 25(9.5%) reported that they are dissatisfied, 129(49.2%) claimed that they are satisfied, 55(21%) reported that they are very satisfied, and 51(19.5%) said that they are neither satisfied nor dissatisfied with the availability of workspace on the bottom floor of the library (see figure 10).

Availability of Network Ports

3(1.2%) of the students reported that they are very dissatisfied with the availability of network ports on the bottom floor of the library, 18(6.9%) reported that they are dissatisfied, 102(39.4%) claimed that they
are satisfied, 26(10%) reported that they are very satisfied, and 110(42.5%) said that they are neither satisfied nor dissatisfied with the availability of network ports on the bottom floor of the library (see figure 10).

Availability of Electrical Outlets

19(17.3%) of the students reported that they are very dissatisfied with the availability of electrical outlets on the bottom floor of the library, 57(21.8%) reported that they are dissatisfied, 86(32.8%) claimed that they are satisfied, 27(10.3%) reported that they are very satisfied, and 73(27.9%) said that they are neither satisfied nor dissatisfied with the availability of electrical outlets on the bottom floor of the library (see figure 10).

Work Environment

5(1.9%) of the students reported that they are very dissatisfied with the work environment ports on the bottom floor of the library, 27(10.3%) reported that they are dissatisfied, 130(49.4%) claimed that they are satisfied, 53(20.2%) reported that they are very satisfied, and 48(18.3%) said that they are neither satisfied nor dissatisfied with the work environment on the bottom floor of the library (see figure 10).
Figure 11: Laptop Users and Main Floor

Please rate your overall satisfaction of the main floor on the following:

- Overall quietness
- Availability of electrical outlets
- Availability of network ports
- Library resources

- [Bar Chart with ratings for each category, showing satisfaction levels for overall quietness, availability of electrical outlets, availability of network ports, and library resources.]

Legend:
- Yes
- Average
Figure 12: Laptop Users and Top Floor

Please rate your overall satisfaction of the Top Floor Quiet Study area on the following:

- Type of work desks
- Availability of network ports
- Availability of electrical outlets
- Quietness
- Workspace
Figure 13: Laptop Users and Bottom Floor

Please rate your satisfaction of the bottom floor study area on the following:

- Availability of Workspace
- Availability of network ports
- Availability of electrical outlets
- Work environment

[Bar chart showing satisfaction levels]
UNH Library – Focus Group Follow-Up Survey
Library Hours: Open Ended Response Themes

Figure 14: Friday Closing Hours

Figure 15: Saturday Closing Hours
UNH Library – Focus Group Follow-Up Survey

Discussion

The focus group gave the library a chance to poll the user population on issues that were pulled from the discussion last year. Results show that while the students at the University of New Haven are generally pleased with the services offered at the library, there are some aspects that should be taken into consideration in terms of the personal laptop user population, availability of electrical outlets, and library hours.

Starting with demographics, like the satisfaction survey held last year, most library users are full-time students with the majority being in favor of undergraduate students in part due to the fact that the university is mostly an undergraduate school. The demographic data suggests that the average library user at the University of New Haven is a full-time undergraduate student from the College of Arts and Sciences program or the Henry C. Lee College of Criminal Justice and Forensic Science usually within the first year of their career as a student. The average student visits the library three or more times a week.

Similar to that of the demographic data, overall satisfaction of the Marvin K. Peterson Library can be compared to the satisfaction survey as well. Looking back on Figure 6, percentages are considerably close to data collected last year which suggests that the library has maintained a steady level of satisfaction. However, this follow-up survey did uncover some new information about the facility. For instance, the data shows that over half of the library users utilize the top floor area and almost three quarters of the population use the bottom floor area.

The satisfaction figures were presented using a bar chart in order to visually display student satisfaction in terms of proportion. From these bars one can see the lower (left) portion represents dissatisfaction (orange and blue representing very dissatisfied and dissatisfied, respectively), the middle representing satisfaction (purple and pink), and the top end (right) representing the indifference of student opinion around certain items (green).

The data shows that universally the availability of network ports, even for personal laptop users, is not a concern for the student population. Moreover, one can see that students are satisfied with the quietness of the study rooms on the main floor which is a contradiction to the information collected at the focus group. The figures show that overall, students were satisfied with the overall quietness of the library with a few complaints in the open-ended responses, satisfied with the type of desks and work spaces on all floors, and generally satisfied with the printing system although this category had more than the others in the dissatisfied portion of the scale – aside from the availability of electrical outlets and the availability of computers on the main floor.

Figures 11 through 13 display the crosstab between laptop users and availability of electrical outlets. One can see that the average rating considerably dips on this item of the scale. Furthermore, the dip can also be seen without the crosstab in the satisfaction scales of the individual floors.
The qualitative data of the Friday and Saturday hours were put into pie charts in order to observe what students believe the library hours should be on these two days. Charts for opening hours were omitted since most students responded with closing times and not opening. Figures 14 and 15 show that there are some suggestions in the minority (24/7, 7:00 PM, etc) while there are a few that were common themes among the open ended responses. The library user population suggests that the library be open until between 10 PM and 12 AM according to the information given. The data for Saturday displays similar suggestions though opinions seemed to be more evenly split than that of Fridays.
UNH Library – Focus Group Follow-Up Survey

Recommendations

Overall, the student population seems to be generally satisfied with a large portion of the services offered at the Marvin K. Peterson Library. Students are able to work in a quiet environment and utilize more than just the main floor of the facility. This survey uncovered some information that could be used to increase the overall satisfaction of the library at the University of New Haven.

For the main floor, the data suggests that students can be more satisfied with computer availability. While room to add more may be limited, adding additional desktops to other floors may be beneficial. Since almost 75% of the user population spends some of their time on the bottom floor, a possible consolidation of book shelves may clear up room to promote advantages including but not limited to an increase in bottom floor use and satisfaction of computer availability. Adding more desktops to the top floor may be beneficial as well since the dynamics of the two floors are so different, students may want to be on a desktop in an environment that is quieter than what the bottom or even main floor provides. Open ended responses also shined some light on the availability of computers.

For electrical outlets, consulting an electrician or considering ideas to expand the amount of electrical outlets could also potentially increase satisfaction at the library. Furthermore, should the university add more desktops to the facility, adding more outlets may become a necessity rather than an issue that can diminish student dissatisfaction.

In terms of library hours, looking more deeply into the issue may give more concrete information in regard to how late the library should be open on some days. A specifically tailored survey addressing solely the library hours to obtain some quantitative data can give more hard evidence as to whether or not this issue can be addressed and how. Also, looking into how many staff members would be needed for these shifts is a recommendation. If students need the library in order to gain access to a computer or printer, the university can possibly keep only the main floor open. This can reduce the amount of staff needed to keep the library open a few hours later than the normal operating times.

Strongly considering open-ended responses could prove to be an advantage as well. For instance, though the figures show students are generally satisfied with the desks on the top floor, almost half of the open ended responses show that they would like to see changes to them (see Appendix A). Overall, the students seem to still be satisfied with the library. This survey uncovered more information that can be used to tailor their operations more specifically to students needs and increase the satisfaction of the services offered by the Marvin K. Peterson Library.